Evaluating our Web Presence: Challenges, Metrics, Results

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Medscape today

- Six years old (May 1995)
- 3.4 MM members worldwide
- 560,000 + physicians
- 30 specialty sites/interest areas
- 600K to 1MM page views/daily
- Two indexed e journals
- 16K+ hours of CME/CE monthly

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Then (say, 1998)

- Cool ideas
- Receptive markets
- Lots of meetings
- “The old rules don’t apply”
- Dot-com boom

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Then

When you come to a fork in the road, take it

We're lost, but we're making good time

---- *Yogi Berra*

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Now (say, today)

- Focus
- Tight markets
- Business plans count
- ROI
- Dot-com? Dots-all-folks

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So what do we know?

- The Web is transforming
- Not all ideas are good
- Not all good ideas should be pursued
- This will take some time
- Metrics matter

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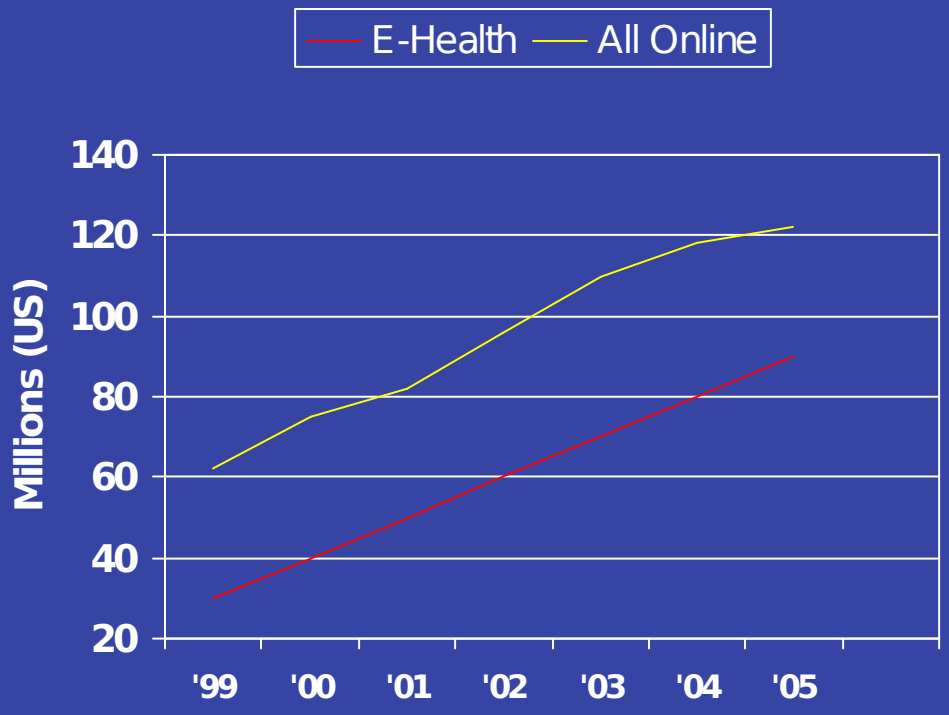
Consumers seeking health info



Source: CyberDialogue, 2000

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Physician use of the Net

- Numbers are growing
- Numbers still lag hard sciences
- “Killer app” yet to be demonstrated
- Concerns about privacy, info overload
- Not yet a standard clinical tool

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Why metrics matter

- Measure of utility
- Measure of performance
- Measure of value
- Mileposts for improvement
- Required for viability

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Ah, but which metrics?

- Hits
- Page views
- Unique visitors
- Clickpath
- Clickthrough
- Session time/“stickiness”

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Ah, but which metrics?

- Quantitative vs. qualitative
- CME/CE Credits
- Behavior change
- Outcomes

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Why metrics matter

- Compete for “mind share”
- Compete with tradition
- Prove business model
- Support editorial process
- Respond to the market
- Rise above the noise

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Why metrics matter

Internal

- Define user/market behavior
- Improve efficiency
- Gauge responsiveness, utility
- Increase value
- Commercial appeal

Why metrics matter

Internal

- Mine the sight logs
- Agree on standardized reporting
- Pick the most relevant measures
- Balance strategic/operational

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Why metrics matter

External

- Measure effectiveness
- Compare performance
- Gauge reach
- Fix strategic value
- ROI

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Why metrics matter

External

- Compare sites (MediaMetrix)
- Validation (iPro)
- Monitor the market (CyberDialogue, PERQ/HCI)

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Challenges

- Technical issues
- Legal/regulatory issues
- Ethical issues
- Market issues

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Opportunities

- Share information globally
- Education
- Clinical value
- Measure utility
- Affect behavior/outcomes?

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